

Medicaid
Quit Line Data Summary
January 1 - March 31, 2004

	Medicaid	State
Number of Calls to Quit Line	N = 791	N = 3,363
Percent of Statewide Calls	39.4%	100.0%
Percent of State Population in County¹	NA	100.0%
	Medicaid %	State %
Gender	N = 786	N = 2,906
Female	68.4%	64.2%
Male	31.6%	35.8%
Race/Ethnicity	N = 738	N = 2,468
People of Color	13.6%	13.1%
White	86.4%	86.9%
Age	N = 789	N = 2,642
Less than 18 years old	0.5%	1.1%
18 - 24 years old	11.4%	15.2%
25 - 34 years old	21.4%	23.1%
35 - 44 years old	27.1%	24.6%
45 years and older	39.5%	36.0%
Education	N = 780	N = 2,581
Did not graduate high school	26.5%	19.0%
High school graduate	36.8%	36.0%
Some college/vocational school	31.5%	36.4%
College graduate	5.1%	8.6%
Caller Type	N = 791	N = 3,052
General Information	0.1%	12.6%
Health care provider	0.1%	3.6%
Tobacco user	99.8%	83.8%
Payer Type	N = 791	N = 2,005
Medicaid	100.0%	39.4%
Heard About	N = 687	N = 2,412
Past caller	21.4%	15.7%
Employer/worksites	0.4%	1.2%
Health care provider	35.2%	31.8%
Television	5.8%	11.9%
Outdoor advertisement (billboard/bus/wall)	0.9%	1.8%
Targeted mailing	0.1%	0.1%
Great Start	0.1%	0.2%
Radio	0.0%	1.8%
Newspaper/Magazine	0.4%	0.7%
Brochure/Newsletter	5.2%	5.4%
Family or friend	24.9%	22.7%
Health Department	4.9%	5.4%
School	0.4%	1.4%